

1 Claim 1 (original): A method comprising:
2 a) accepting a search query;
3 b) searching a searchable data structure including
4 advertiser Web page information;
5 c) accepting search results;
6 d) retrieving at least one advertisement using at least a
7 portion of the accepted search results.

1 Claim 2 (original): The method of claim 1 wherein the
2 searchable data structure is an inverted index.

1 Claim 3 (original): The method of claim 2 wherein the inverted
2 index includes entries, each entry including a term and one or
3 more Web page identifiers.

1 Claim 4 (original): The method of claim 2 wherein the inverted
2 index includes entries, each entry including a term and one or
3 more pairs, each pair including a Web page identifier and a term
4 count.

1 Claim 5 (original): The method of claim 2 wherein the inverted
2 index includes entries, each entry including a term extracted
3 from advertiser Web pages and one or more Web page identifiers
4 that identifier advertiser Web page in which the term appears.

1 Claim 6 (original): The method of claim 1 wherein the at least
2 one advertisement is retrieved from a set of advertiser
3 information, the set of advertiser information including
4 information identifying advertiser Web pages, and

5 wherein the searchable data structure including advertiser
6 Web page information includes information extracted exclusively
7 from the identified advertiser Web pages.

1 Claim 7 (original): The method of claim 1 wherein each of the
2 search results have a score.

1 Claim 8 (original): The method of claim 7 further comprising:
2 e) scoring, using at least the search result scores, at
3 least some of the retrieved at least one advertisement.

1 Claim 9 (original): The method of claim 7 further comprising:
2 e) scoring, using at least the search result scores and
3 further using at least one of (1) ad performance
4 information, (2) ad price information (3) advertiser
5 quality information, and (4) user information, at least
6 some of the retrieved at least one advertisement.

1 Claim 10 (original): The method of claim 1 wherein the
2 searchable data structure includes entries, each entry including
3 a term and one or more Web page identifiers, and
4 wherein the act of retrieving at least one advertisement
5 using at least a portion of the accepted search results uses Web
6 page identifiers included in the search results.

1 Claim 11 (original): The method of claim 10 wherein the Web
2 page identifiers are used as lookup keys to a database of
3 advertisement information.

1 Claim 12 (original): The method of claim 1 wherein the at least
2 one advertisement is not one of the accepted search results.

1 Claim 13 (original): The method of claim 1 wherein the act of
2 retrieving at least one advertisement is performed without
3 consideration of expressly entered targeting information.

1 Claim 14 (original): The method of claims 1 wherein the act of
2 retrieving at least one advertisement is performed without
3 consideration of keyword targeting information.

1 Claim 15 (original): The method of claim 1 further comprising:
2 e) generating a document including (1) search results
3 determined using the search query and a second searchable
4 data structure, and (2) the at least one advertisement.

1 Claim 16 (original): The method of claim 15 wherein a format of
2 each of the search results is different from a format of each of
3 the at least one advertisement.

1 Claim 17 (original): A method comprising:
2 a) retrieving advertiser Web page information; and
3 b) building a searchable data structure using the
4 retrieved advertiser Web page information exclusively.

1 Claim 18 (original): The method of claim 17 wherein the act of
2 retrieving advertiser Web page information includes:
3 1) obtaining advertiser Web page identifiers from a
4 database of advertisement information; and
5 2) crawling, in accordance with a policy, the
6 advertiser Website identified by the advertiser Web
7 page identifiers.

1 Claim 19 (original): The method of claim 18 wherein the
2 advertiser Web page identifiers are unique locators.

1 Claim 20 (original): The method of claim 18 wherein the
2 advertiser Web page identifiers are URLs.

1 Claim 21 (original): The method of claim 17 wherein the act of
2 building a searchable data structure using the retrieved
3 advertiser Web page information exclusively includes

- 4 1) extracting terms from advertiser Websites; and
5 2) building an inverted index.

1 Claim 22 (original): The method of claim 21 wherein the
2 inverted index includes entries and wherein each entry includes
3 a term and one or more Web page identifiers.

1 Claim 23 (original): A search engine comprising:

- 2 a) a query processor;
3 b) a first index including information derived from Web
4 pages of the World Wide Web; and
5 c) a second index including information derived
6 exclusively from Web pages of advertisers.

1 Claim 24 (original): Apparatus comprising:

- 2 a) a storage facility including:
3 1) advertisement information including ads, and
4 2) a searchable data structure including advertiser
5 Web page information;
6 b) means for generating search results using, at least,
7 the searchable data structure; and
8 c) means for providing one or more ads from the
9 advertisement information using, at least, the generated
10 search results.

1 Claim 25 (original): The apparatus of claim 24 wherein the
2 advertisement information includes records, each record
3 including an ad and an advertiser Web page identifier.

1 Claim 26 (original): The apparatus of claim 25 wherein the
2 advertiser Website information included in the searchable data
3 structure is derived from the advertiser Web page identifiers
4 included in records of the advertisement information.

1 Claim 27 (original): The apparatus of claim 24 wherein the
2 means for providing one or more ads from the advertisement
3 information includes
4 1) means for determining at least one Web page
5 identifier from the search results, and
6 2) means for looking up the one or more ads from the
7 advertisement information using the determined at
8 least one Web page indicator.

1 Claim 28 (original): Apparatus comprising:
2 a) an input for accepting a search query;
3 b) means for searching a searchable data structure
4 including advertiser Web page information to generate
5 search results; and
6 c) means for retrieving at least one advertisement using
7 at least a portion of the accepted search results.

1 Claim 29 (original): The apparatus of claim 28 wherein the
2 searchable data structure is an inverted index.

1 Claim 30 (original): The apparatus of claim 29 wherein the
2 inverted index includes entries, each entry including a term and
3 one or more Web page identifiers.

1 Claim 31 (original): The apparatus of claim 29 wherein the
2 inverted index includes entries, each entry including a term and
3 one or more pairs, each pair including a Web page identifier and
4 a term count.

1 Claim 32 (original): The apparatus of claim 29 wherein the
2 inverted index includes entries, each entry including a term
3 extracted from advertiser Web pages and one or more Web page
4 identifiers that identifier advertiser Web page in which the
5 term appears.

1 Claim 33 (original): The apparatus of claim 28 wherein the at
2 least one advertisement is retrieved from a set of advertiser
3 information, the set of advertiser information including
4 information identifying advertiser Web pages, and
5 wherein the searchable data structure including advertiser
6 Web page information includes information extracted exclusively
7 from the identified advertiser Web pages.

1 Claim 34 (original): The apparatus of claim 28 wherein each of
2 the search results have a score.

1 Claim 35 (original): The apparatus of claim 34 further
2 comprising:
3 d) means for scoring, using at least the search result
4 scores, at least some of the retrieved at least one
5 advertisement.

1 Claim 36 (original): The apparatus of claim 34 further
2 comprising:

d) means for scoring, using at least the search result scores and further using at least one of (1) ad performance information, (2) ad price information (3) advertiser quality information, and (4) user information, at least some of the retrieved at least one advertisement.

Claim 37 (original): The apparatus of claim 28 wherein the searchable data structure includes entries, each entry including a term and one or more Web page identifiers, and wherein the means for retrieving at least one advertisement using at least a portion of the accepted search results uses Web page identifiers included in the search results.

Claim 38 (original): The apparatus of claim 37 wherein the Web page identifiers are used as lookup keys to a database of advertisement information.

Claim 39 (original): The apparatus of claim 28 wherein the at least one advertisement is not one of the accepted search results.

Claim 40 (original): The apparatus of claim 28 wherein the means for retrieving at least one advertisement does not consider expressly entered targeting information.

Claim 41 (original): The apparatus of claims 28 wherein the means for retrieving at least one advertisement does not consider keyword targeting information.

Claim 42 (original): The apparatus of claim 28 further comprising:

d) means for generating a document including (1) search results determined using the search query and a second searchable data structure, and (2) the at least one advertisement.

Claim 43 (original): The apparatus of claim 42 wherein a format of each of the search results is different from a format of each of the at least one advertisement.

Claim 44 (original): Apparatus comprising:

- a) means for retrieving advertiser Web page information; and
- b) means for building a searchable data structure using the retrieved advertiser Web page information exclusively.

Claim 45 (original): The apparatus of claim 44 wherein the means for retrieving advertiser Web page information includes:

- 1) an input for obtaining advertiser Web page identifiers from a database of advertisement information; and
- 2) a crawler for crawling, in accordance with a policy, the advertiser Website identified by the advertiser Web page identifiers.

Claim 46 (original): The apparatus of claim 45 wherein the advertiser Web page identifiers are unique locators.

Claim 47 (original): The apparatus of claim 45 wherein the advertiser Web page identifiers are URLs.

1 Claim 48 (original): The apparatus of claim 44 wherein the
2 means for building a searchable data structure using the
3 retrieved advertiser Web page information exclusively includes
4 1) means for extracting terms from advertiser
5 Websites; and
6 2) means for building an inverted index.

1 Claim 49 (original): The apparatus of claim 48 wherein the
2 inverted index includes entries and wherein each entry includes
3 a term and one or more Web page identifiers.